

U.S. Department of Health and Human Services Office on Women's Health Strategic Plan FY2014–FY2016

Effective October 1, 2013

Vision

All women and girls achieve the best possible health.

Mission

The Office on Women's Health (OWH) provides national leadership and coordination to improve the health of women and girls through policy, education, and model programs.

Goals

Goal 1. Inform and Advance Policies

Lead, coordinate, or strengthen federal, state, regional, and local partnerships to impact national health policy as it relates to women and girls.

- Position OWH as the women's health subject matter and policy expert on priority areas.
- Lead or facilitate senior-level task forces and ad hoc working groups dealing with high-priority women's and girls' health policy issues.
- Develop and provide expert content and evidence-based input on women's health policies.
- Implement evidence-based women's health programs that address current policy.

Goal 2. Educate the Public

Provide the public with accurate, science-based/evidence-based health information on the health of women and girls.

- Use staff and health communication tools to promote health and wellness across the lifespan.
- Partner with other federal, state, and private organizations to expand campaign and program outreach.
- Develop policies encouraging other HHS websites to link to OWH websites when referring to women's and girls' health issues.

Goal 3. Educate Professionals

Provide professionals with guidance and accurate, science-based/evidence-based health information regarding important issues related to the health and well-being of women and girls.

- Develop and implement communication plans to reach each program's target audience.
- Determine and identify effective communication channels and educational strategies.
- Publish results in peer-reviewed journals and present at conferences.

Goal 4. Support Model Programs

Identify, test, and promote effective, sustainable programs for women and girls.

- Use evidence-based strategies and promising practices to develop model programs.
- Evaluate programs for effectiveness and impact on the health of women and girls.
- Provide technical assistance and information resources to advance the use of accurate, science-based/evidence-based health information on the status of women and girls.

- Partner with national organizations for widespread implementation and replication of model programs.

Background

OWH is the nation's leader in promoting the health of women and girls. The Office serves as the focal point for women's health activities within the U.S. Department of Health and Human Services (HHS) through our leadership and collaboration efforts. Through grants and contracts, OWH funds a wide spectrum of activities and programs in support of our mission. We work with many partners, including federal government agencies, nonprofit organizations, consumer groups, associations of health care professionals, tribal organizations, and state, county, and local governments.

OWH was established within HHS in 1991 to improve women's health. OWH focuses on issues of particular concern to women throughout their lifespan, including girls' health issues. Located within the Office of the Secretary, Office of the Assistant Secretary for Health, OWH is directed by the Deputy Assistant Secretary for Health—Women's Health (DASH-WH).

The DASH-WH also chairs the Coordinating Committee on Women's Health (CCWH), which was formed in 1984 to advise the Assistant Secretary for Health on current and planned activities across HHS that safeguard and improve the physical and mental health of women and girls. The CCWH is composed of senior-level representatives from each of the HHS agencies.

OWH's staff and organizational structure are presented [here](#).